

A Page Devoted to the Automobile Industry

AUTO'S SUCCESS NOT SURPRISING

BY H. T. ROBINSON.
Secretary J. I. Case Truck Motor Co.
Born during the most prosperous period in the world's commercial history and reared in a decade of wealth and plenty, the automobile business has been classed as one of the greatest abnormalities the industrial world has ever known.

The meteoric growth, however, was not the outcome of abnormal conditions, but the result of revolution in speed which began with the bicycle and passed through the stages of the motorcycle and steam propelled wagon to the crude internal combustion machine propelled by the already ancient one-cylinder power plant.

At any other stage in the world's business history the automobile would probably have experienced a less healthy growth than during the wonderful wave of prosperity that swept over not only America, but most of the civilized world during the late '90's and the first years of the present century.

Conceived during this period when tired business men wanted a new form of recreation, developed during years when every minute consumed in traveling meant dollars, the automobile was nurtured on a demand that no other manufactured article in the annals of our industrial growth has known.

At the close of the year 1912 the automobile business stood second only to the iron and steel industry, and had not the auto manufacturers been compelled to worship at steel's iron shrine, the automobile would stand to-day first in the great field of the world's industries.

But conditions are now different. The immense demand upon which the auto business nourished and grew has passed and we have reached a stage in the life of the auto industry similar to that under which most other manufactured articles live.

The auto manufacturer to-day is not sought by the dealer as was the case in the past, and, in turn, the dealer or salesman is not sought out by the prospective buyer except in rare cases.

In other words, the auto industry has passed from the life where demand ruled supreme to the life where supply reigned and the coming year and years in the auto business will see the great law of the "survival of the fittest" play the same important role that it has always played in every industry since the beginning of civilization.

To the automobile concern equipped with the selling organization and modern manufacturing methods, as well as labor-saving devices, will go success. Only defeat stares in the face, the manufacturer who has neither equipment or selling forces.

There was a time when almost any sort of business man could go into the automobile game, as it was called, and make good. His success was measured only by the supply of automobiles he could get from his factory or factories. And automobile salesmen were recruited from every line of endeavor. No one grew up with the business, for the business grew up in a night and sprang forth success in a day. And so long as the demand lasted any sort of a salesman and almost any make of car, whether backed by a strong factory or a weak one, was peddled without the consumption of much brains on the part of the purchaser, the salesman, the dealer or the manufacturer.

Automobile factories grew up everywhere. There was scarcely a section of the country that could not boast of one or more plants devoted to the exclusive building of pleasure cars. And as late as 1912 and even to-day there is scarcely a month goes by without an announcement that some new auto is to be built or is being put on the market.

But the salesrooms are no longer sought out by the prospective buyer, as in the past. To-day we find that the dealer who is not complaining is the one that will go out and look for the prospect who wants a car, and the successful salesman is the man who can talk about the goods he is selling, in other words the automobile to-day is sold because the manufacturer in the first place has advanced, and in the second place because the dealer has in his employ capable men who know the cars that the manufacturer makes, even to the material in the minute parts of the machine and can tell the buyer what he has to sell.

To some people this article might sound pessimistic, but it was not meant that way. It was on the other hand intended to create a spirit of optimism founded, however, upon facts and not fancy. The Case Company to-day is enjoying a greater period of prosperity than ever, and all because it is making an intelligent public realize that it is putting in a car what the intelligent public wants and that it is sending an intelligent salesman to the buyer to give him an intelligent talk and an intelligent demonstration of the Case machine.

There is a big market for cars in this country, and in all parts of the world for American built machines, but unless it is dealt with as the retail market is dealt with in almost every other line of manufactured goods, the salesmen, dealer, agent and manufacturer will feel the effects of what might be termed a dull period, but which is really catching up of the supply to the superficial demand.



This that and the other thing

One year it's hooray for this, another it's hooray for that, and then it's hooray for something else.

All of which is nothing more than an effort to magnify the value of the non-essentials to the exclusion of those really big things which make a motor car that is worth while.

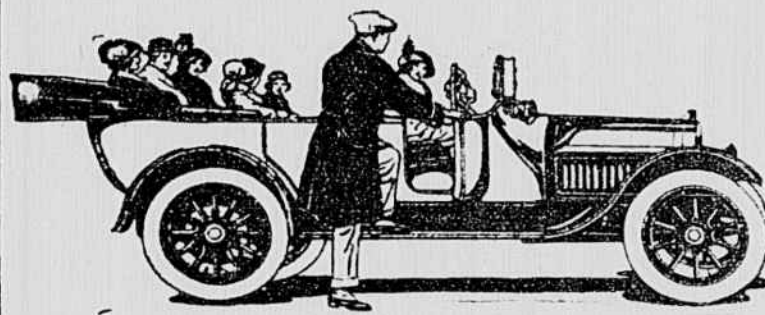
The big things are:

Stability,
Endurance,
Constancy,
Power,
Beauty,
Comfort,
Satisfaction
and Service,

backed by a maker and a dealer of reputation.

These are essentials which are not obtainable in any other car to the extent that distinguishes the Cadillac.

Most people must already know this, else why should the sale of Cadillacs this year exceed those of any two or three other high-grade makes combined?



Five Passenger Car, \$1975
Seven Passenger Car, \$2975
Four Passenger Phaeton, \$1975
Roadster, \$1975
Seven Passenger Limousine, \$3250
Inside Drive Limousine, \$2500
Landaulet Coupe, \$2500
Prices are F. O. B. Detroit, including full equipment

The Jones Motor Car Co., Inc.
Allen Ave. and Broad. Monroe 463.

HOLD MEETINGS FOR INSTRUCTION

The National Committee on Prison Labor is arranging for a series of meetings throughout the country under the auspices of its educational department, when possible development of convict road work and other features will be discussed and work will be done to bring about the establishment of an office of prisons under the Federal government at Washington.

"John D. Rockefeller, Jr., in establishing a research laboratory at the Bedford Reformatory for Women, has pointed the way towards scientific prison reform," said James Bronson Reynolds, speaking recently before a gathering of the National Committee on Prison Labor at the home of Mrs. John H. Flagler, in New York City. The suggestion made by Dr. Whitin that Sing Sing be abolished, and a reformatory station established on the old site, in line with the Bedford work, and will make possible the right classification of the many feeble-minded and defective prisoners which are sent up by the courts.

"I am nineteen years old," a small boy assured Dr. Whitin while inspecting the Indiana Reformatory, "but the doctor says I ain't that old." The doctor's chart showed tests equal only to those of a boy of seven both physically and mentally, yet the judge had sentenced him on the basis that he was nineteen for a trivial offense for which a boy of seven would have received a spanking. How many such are in our penal institutions no person knows, but Mr. Reynolds urged upon his hearers that it is high time we find out.

Thomas Mott Osborne, who has served a voluntary sentence under the alias Tom Brown, contended that the prison system itself was feeble-minded, and told of his experience in the "solitary" at Auburn Prison, which he claimed had been invented as an incubator for mental defectiveness. While urging the need of prison discipline and contending that even more men should be confined for a longer period than now, Mr. Osborne denounced the imbecility of the whole damnable system, and showed that the newly framed welfare league at Auburn Prison was the first step toward building up the latent manhood in the convict.

Dr. Percy Grant, of the Church of the Ascension, pointed to the ignorance of the actual conditions on the part of the public throughout the country, but declared that the women were getting aroused, and through this awakening great results would come.

POWERFUL MOTOR A REAL DRAWBACK

The main problem which foreign manufacturers have encountered in trying to compete with the moderate-price American automobile has been that of producing a powerful motor. This one feature has proved the stumbling block in every attempt thus far made to compete with American manufacturers, and it bids fair to continue as the unsurmountable obstacle in any attempted competition.

The aim of foreign manufacturers of small cars, especially those in England, according to officials of the Willys-Overland Co. of Toledo, Ohio, has thus far been to provide a powerful and speedy light car. To accomplish an output of even a moderate horsepower and speed, English makers have utilized an engine of small bore and stroke, depending on the speed of the piston to develop the necessary power. As a result the light car of foreign manufacture has not yet made a pronounced success. The American car of medium price, on the other hand, has a large motor of comparatively low speed. This car has proved a long-lived vehicle. There is no doubt that the American plan of providing a big engine, and restricting the number of revolutions, is vastly superior to that of the English maker, for the medium-priced car built in the United States is still giving excellent service with a minimum of repairs and adjustments, while the English light car has been worn out.

It is obvious that the motor which runs at low speed must outwear the high speed engine, especially in an automobile—for in the latter every minor road inequality is a severe strain and shock. In the former these shocks do not occur, for the low speed engine has plenty of reserve stability to overcome excessive vibration due to rough roads.

ADMIT VALUE OF SLEEVE VALVES

Since the leading automobile manufacturers of Europe have acknowledged the superiority of the Knight sleeve valve motor, and American manufacturers are turning to this principle of power, there has been a quickening of interest among motorists who heretofore have been familiar only with poppet valve types. An indication of this interest is given in the inquiries received by John N. Willys, president of the Willys-Overland Co., who recently acquired a license to build the new style motors in his Willys-Knight cars. Every mail that comes to the Toledo manufacturer contains several references to the new car, for Mr. Willys has firmly established himself as an advocate of quantity production of automobiles, and his is the first Knight-motored car to be produced in quantities.

Willys-Knight cars, for display and demonstration purposes, are now in the hands of practically every big dealer in the United States, and the big and modern equipped factory at Elyria, Ohio, is being rushed to capacity. A four-cylinder model of the new car was on display at both the New York and Chicago national automobile shows and was the centre of attraction for thousands of visitors.

USE WHITE TRUCK FOR PROTECTION

Philadelphia has given an awful setback to the gentle art of the vegman, burglar and thief. The merchant or tradesman who leaves his daily receipts to the tender mercies of the safe-cracker, the messenger who dodges or defies the footpad in taking the firm's deposits to the bank; the policeman who carries large payrolls over unfrequented routes; the theatre and lodge treasurers who must safeguard thousands of dollars until the opening of the banks—all who are likely to be menaced with blackjacks, brass knuckles, guns and nitro-glycerin, need have no fear of losing life or money. An all-steel, bullet-proof White truck has been placed in service by the First Mortgage, Guarantee and Trust Company to call for deposits at all hours of the day or night, deliver payrolls and act as pay car.

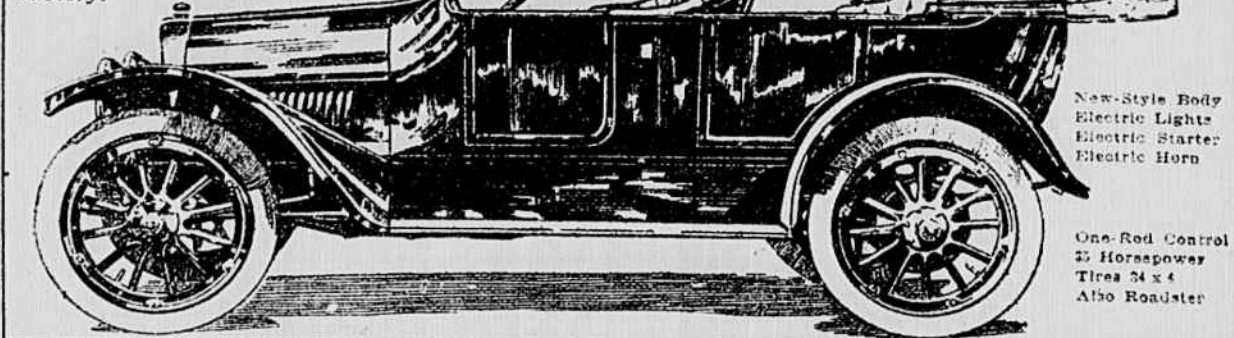
In case of attack, the teller merely pushes a button and a steel curtain is instantly lowered over the window. If accident should befall the driver, the teller may stop the truck by pressing another button. Any tampering with the combination locks on doors and windows will automatically set in operation a standard burglar alarm system having a thirty-inch gong built into the roof. All of these protective features are operated by the White electric starting and lighting system.

On both sides and in the rear there are windows protected by steel bars. The interior is in keeping with the regulation banking equipment, having a safe, desk, chairs, etc., and ample room for the transportation of all business pertaining to the duties of receiving or paying teller.

The bank truck calls at the appointed hour and eliminates every element of personal danger to the treasurer and every risk of losing the money. The truck has collected as much as \$2,000 in nickels and dimes from the slot-machine telephones throughout the city in a single day.

The truck is built with a rear platform and window, which makes it ideal for service as a pay car, particularly in the outlying districts where large gangs of men are employed. It also receives the deposits of small banks in the foreign quarter. It is in service from 8:30 A. M. to 2:00 P. M., and from 6 P. M. until midnight.

Reo the Fifth Summer Series Now \$1,175 Equipped—f. o. b. factory.



New-Style Body
Electric Lights
Electric Starter
Electric Horn
One-Red Control
22 Horsepower
Tires 34 x 4
Also Roadster

Six Weeks to Build Come See the Result

It takes six weeks to build Reo the Fifth from the steel to the finished car. And it took 27 years to learn how.

The requirements for every part and material are based on 10,000-mile tests.

A similar car, built by other standards, could be built in our factory for one-fourth less.

Come see the result of this extra time, this extra care and cost. Then judge if you want your next car to be built like this.

Is This Too Good a Car?

Note the Price

Note first the price of our latest model—\$1,175 f. o. b. factory, with electric starter, electric lights and complete equipment. Last year's Reo the Fifth, with electric starter, sold for \$1,395.

So we have saved you \$220 in a single year without skimping the car in the slightest. In fact, we have added some scores of improvements, including this beautiful streamline body and many new ideas in equipment.

This is largely the result of confining our output to this one perfect chassis for years. All the cost of our special machinery has been charged against previous output.

What You Get

At this price you get a car built by R. E. Olds after 27

years of car building. A car which marks the best he knows.

A car built slowly and carefully, with countless tests and inspections. A car in which every driving part is given 50 per cent over-capacity. A car built regardless of time or cost, to give you the utmost in a well-built car.

Our Extremes

One whole building is devoted to the testing of parts and materials. All steel is made to formula, and each lot is analyzed twice. Gears are tested to a 50-ton crushing machine. Springs are tested for 100,000 vibrations.

There are 15 roller bearings in this car and 190 drop forgings.

Each engine is for days submitted to five very radical

tests. Each tested engine is taken apart and inspected.

The clutch costs twice what a clutch need cost, but it avoids the damage done by clashing gears.

It Stays New

The result is a car which stays new. A car built to run as it runs to-day after years and years of service. A car which will save you hundreds of dollars in troubles, repairs and upkeep.

These things are of prime importance to men who buy cars to keep. They are so important that experienced motorists by the tens of thousands are coming to this car.

Come and give your verdict. And please come early. Every spring the demand for this car is twice our factory output.

REO MOTOR CAR CO., Lansing, Mich.

Franklin-Fowlkes Motor Co.

PHONE MADISON 5388

1649 W. BROAD ST.

NEW GOODYEAR RECORD

There has been a remarkable increase in the sale of Goodyear Tires in the last few months, in the fact of all manner of special conditions and propositions in competing tires. In order to take care of present orders, and to be ready for the avalanche of business that is to come with the beginning of the touring season, the Goodyear factory at Akron is working steadily in the direction of capacity output.

Though already safe in claiming the largest output of any individual tire factory in the world, Goodyear the

past week has broken all its own production records, day after day. Here is the record for last week's production of pneumatic tire casings, including Saturday, when the factory as usual closed at noon, and when there was no night work:

Monday, 7,117; Tuesday, 7,584; Wednesday, 7,965; Thursday, 8,265; Friday, 8,448; Saturday, 1,445, making a total of 40,824 tires, equal to the equipment of over 10,000 cars, during the week.

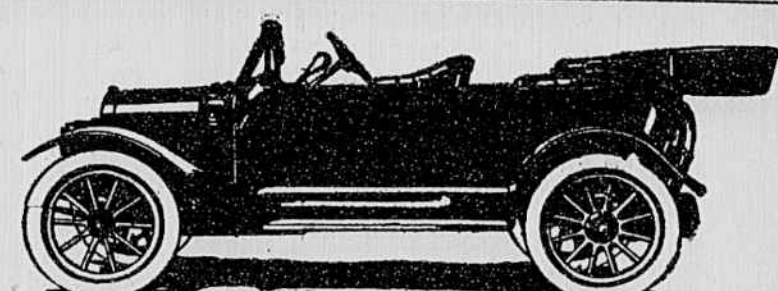
This is considered a new world's record in the production. Goodyear men point to their orders and the hum of industry in their factory twenty-four hours a day, not only as an indication of the continued growth of the popularity of the Goodyear product, but more particularly as an indication that 1914 is to be a brighter and busier year in all lines and industries than many business prophets have predicted.

A 200,000-Mile Car.

The Galveston, Texas, Electric Company reports a Studebaker automobile which has been in continuous service for four years and has acquired a definite record of more than 200,000 miles.

U. S. Cars for Export.

A Canadian Pacific steamer which recently cleared from St. John carried 214 Studebaker automobiles for distribution by the corporation's London branch. During February, Studebaker shipped an average of forty cars daily to foreign ports.



Maxwell "25" 5-passenger Touring Car \$750.

IT ISN'T ONLY THE PRICE, but the quality and style of the Maxwell "25" that makes it the most popular nowadays.

THE PRICE—\$750—is certainly low for a good automobile. But for a car like the Maxwell "25" it is wonderfully low.

DO YOU WONDER everybody is buying Maxwell "25's"?

Maxwell Motor Car Co.

1629 W. Broad St.,

W. B. VADEN, Manager,

Demonstration by Appointment.

Madison 4724.

Motor Hire Service Co.

Madison 539. 820 West Broad.
5 and 7-Passenger Cars.

Special Attention to Strangers

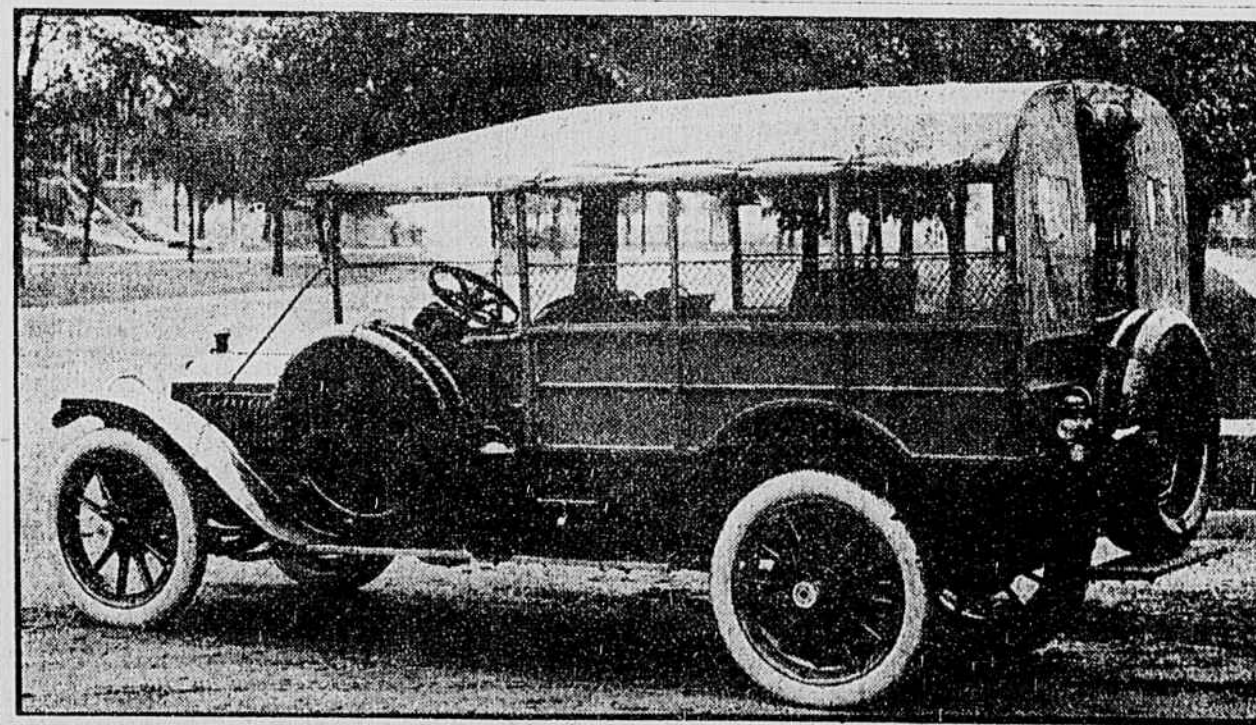
PROMPT SERVICE. GOOD CARS.
Inquire for Shopping Rates.



Every one who rides in the new 1914 Cadillac recognizes that its well-known smoothness has been supplemented by an entirely new riding quality, all due to the famous two-speed rear axle, which endows the 1914 Cadillac with even greater smoothness and flexibility than a six employing the ordinary gear ratio.

The Jones Motor Car Co., Inc.

Allen Avenue and Broad. Monroe 468.



The Packard camp car, the only automobile exhibited at the Sportman's Show in Grand Central Palace. This vehicle carries complete camping outfit, and makes the tourist independent of hotels.